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## **Younger Canadian wine drinkers driving value growth, as older consumers trade down**

Canada's wine market is set for a period of value growth - but possibly volume decline - as high spending younger adult consumers overtake their older peers in terms of importance to the industry, according to a report released by Wine Intelligence today.

Portraits Canada 2011, an attitude and behaviour based segmentation of Canadian wine drinkers, shows that the market is experiencing a two-way pull. On the one side are older, frequent-drinking wine consumers who are seeking value and trading down. On the other, younger, highly involved wine drinkers are experimenting with new styles, varietals and countries of origin - and spending significantly more money on wine, though perhaps not drinking it as often.

While adults under 45 represent only a third of all Canadian wine drinkers, they account for 60% of the most valuable Portrait segment, the Adventurous Treaters. These consumers typically spend C\$15 or more on wine to drink at home and happily drop over C\$30 a bottle in a restaurant.

The increasing presence of high spending young adults is holding up value in a market which is starting to become more price conscious, according to the report. Of the 14.5 million wine drinkers in Canada, 25% now state price as a primary consideration, compared to 20% in 2008.

"It's a fascinating moment for the Canadian wine market," said Erika Neudorf, a native of the Niagara region and project manager for Wine Intelligence Canada. "We have an amazing opportunity to engage with a new generation of wine drinkers who are into our product, and looking to find quality. At the same time we need to accommodate our older consumer, whose needs are quite different."

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## Report details:

Portraits Canada 2011 is published today as part of the Wine Intelligence Portraits report series. Portraits Canada is available for purchase for C\$ 4,150 / US\$3,750 / 3,100 € / £2,500 (single-user licence).

Further details about the reports can be found at [www.wineintelligence.com](http://www.wineintelligence.com)  
Requests for purchase should be directed to [natasha@wineintelligence.com](mailto:natasha@wineintelligence.com)

## How the data was collected:

Data collected for these reports comes from two sources:

- Vinitrac® Canada, the Wine Intelligence omnibus survey of Canada's monthly wine drinkers, March and October 2010 waves. Sampling was quota based n> 2,000 (per wave) fully representative of Canadian adults who drink wine at least once a month. Wine drinking population data comes from Wine Intelligence Calibration Studies Sept 2010: n = 1,170, all Canadian adults, administered by YouGov (2010)
- Focus groups and depth interviews conducted by Wine Intelligence in April 2010 in Ontario and British Columbia

For full details on the methodologies used in these reports or any Wine Intelligence research, please contact [natasha@wineintelligence.com](mailto:natasha@wineintelligence.com)

 **Les jeunes consommateurs de vin canadiens sont le moteur de la croissance (en valeur) alors que les consommateurs plus âgés se tournent vers des vins meilleurs marchés**

Pour tout complément d'information sur ce sujet veuillez contacter Natasha par email  
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 **Los consumidores Canadienses más jóvenes lideran el crecimiento del mercado en cuanto a valor mientras que los más veteranos gastan cada vez menos en vino**

Para recibir más información, pónganse en contacto con Natasha: [natasha@wineintelligence.com](mailto:natasha@wineintelligence.com)

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## About Wine Intelligence

Wine Intelligence is the leading research-led strategy consultancy serving the global wine industry. It conducts client-specific research projects to enable companies to gain greater insights into wine markets and wine consumers, and helps business leaders develop business strategy and marketing plans. The company also assists businesses in developing new brands, and in formulating and communicating marketing messages within the industry. For more information, please visit [www.wineintelligence.com](http://www.wineintelligence.com).

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